

## REAL ESTATE MARKETING AND PROVISIONING

### ABSTRACT

A tenant-centric paradigm is applied to the real estate selection, acquisition, and outfitting process. Also, an online information management and exchange mechanism, a parallel approach to the process, and a demand-focused scheme  
5 may be employed to facilitate the linking of would-be tenants to the real estate of landlords. Tenants are empowered by enabling them to submit project specifications, which include desired characteristics of real estate, outfitting parameters, and a move-in date, which may be in the future.  
10 These project specifications may be combined into a real estate demand (aggregation) database, which may be accessed by landlords. Alternatively, a project specification may be submitted directly to landlords, which respond with proposals. These proposals may be combined into an ad hoc  
15 real estate supply database to service the tenant that created the project specification. Other embodiments may include, for example, on-line collaboration, information sharing, and document hosting.